

# THE OVERSEAS PRESS BULLETIN

WEEKLY PUBLICATION OF THE OVERSEAS PRESS CLUB OF AMERICA

WORLD PRESS CENTER • PHONE 594-3500  
54 WEST 40TH STREET, NEW YORK, N. Y. 10018

Vol. 23, No. 5

February 3, 1968



WOULD YOU BELIEVE . . . ? Here's proof for those skeptics who didn't believe it when they heard there was dancing in the OPC lobby the other night. It was the inaugural of the new Saturday night 'Cabaret' series, which drew an unexpectedly large crowd for entertainment, merrymaking, and, yes, dancing around the wire machines. Story and additional Dick Hanley photos on page 6.

## HERE'S LATEST NON-NEWS OF GENEVA TALKS

By ANDREW BOROWIEC

GENEVA — The Geneva Disarmament Conference is notorious as a drag. Few newsmen showed up when it resumed Jan. 18 after a five-week recess.

The Pope, President Johnson and Premier Kosygin were not expected to send their good wishes and few correspondents were interested in another round of dispirited bickering. The 17 participating delegations also came in weak numbers and a number of "Geneva comforters" were disappointed when their "disarmament dates" failed to turn up.

By all indications, it was to be another "cautious optimism" affair, no different from hundreds of other sessions marking the monotonous existence of clerks and interpreters in Geneva's faded Palais des Nations.

The mood changed in the morning of Jan. 18 after intense consultations between the American and Soviet delegations. Five hours before the conference was to start, Ned Nordness, spokesman for the US Delegation, announced beaming that "things are looking pretty good."

Indeed, they did. The United States and Russia unexpectedly agreed on the wording of a nuclear non-proliferation draft treaty and dumped it, safeguards and all, before the conference.

For once, Geneva made news without cheerleading from the Vatican, the White House and the Kremlin. And the two nuclear superpowers showed they can work together if such is their inclination.

On hand to cover the story was the usual Geneva press contingent plus a few "specials" who had decided to have a few days in the capital of listless diplomacy. The American press was

(Cont'd on page 7)

## CHURCHILL TOPS OPC POLL FOR 'HEROES' BOOK PROJECT

Sir Winston Churchill has made the greatest mark for good upon our times of all leaders of this century, according to a poll of members of the OPC.

The next eleven figures chosen in the poll, to be subjects of a new OPC book, *Heroes of Our Time*, were, in order of votes polled: Franklin D. Roosevelt, John F. Kennedy, Jonas Salk, Mahatma Gandhi, Eleanor Roosevelt, Albert Einstein, Pope John XXIII, Albert Schweitzer, Harry S. Truman, Martin Luther King, and Dag Hammarskjöld.

Some 302 different individuals were nominated by OPCers for inclusion in the list, ranging from such runners-up, after the first twelve, as Adlai Stevenson, Dwight D. Eisenhower, Douglas

MacArthur, Helen Keller and George C. Marshall, to such recipients of one vote as Joan Baez, Fidel Castro, Ho Chi Minh and Joe DiMaggio.

The new book will be written for young adults by Club members. Seymour Freidin, London-based syndicated columnist, will write on Churchill; Alden Hatch, biographer, on Franklin D. Roosevelt; Larry Newman, Cape Cod newspaper publisher, on John F. Kennedy; Dorothy Ducas, former public relations director of the National Foundation, March of Dimes, on Jonas Salk; Margaret Bourke-White, photographer and writer, on Mahatma Gandhi; Fanny Hurst, novelist, on Eleanor Roosevelt; William Laurence, retired

(Cont'd on page 3)



# MCCAIN WARNS OF SOVIET NAVAL THREAT

By DIXIE DEAN TRAINER

An audience packed with newsmen and military brass gathered last Tuesday to hear Adm. John S. McCain, Jr., speak on the buildup of Soviet sea power. Since that morning the story had broken on the North Korean seizure of the *USS Pueblo*, the atmosphere at the Edward R. Murrow World Affairs Forum was both tense and excited.

However, during the question and answer period following the speech and slide presentation, the Admiral flatly refused to comment on the incident, saying tersely that he had "no information and no details" on the seizure. McCain, the Commander in Chief of US Naval Forces in Europe, confined himself to his prepared remarks and gave guarded replies to questions from the floor.

## Rapid-Fire Presentation

Calling the growth of Russian sea power "the most dramatic development since World War II," the cigar-chewing Admiral drove home his point with a rapid-fire barrage of facts, statistics, and examples. He pointed out that, viewed from the Kremlin, all Europe is outflanked on three sides by water. Thus, in addition to her traditional drive for warm water ports in the Mediterranean, the USSR is also actively pushing to strengthen her naval forces in the Arctic and seeking to weaken the NATO alliance on the Western front. Her first nuclear-powered ship, for instance, was the *Lenin*, an icebreaker.

Her naval buildup, including rapidly expanding numbers of submarines,



ELECTRONIC WORD: McCain answers query of Channel 5 reporter at press conference preceding his World Affairs Forum appearance.

cruisers, trawlers, fishing boats, and increasing proficient "blue water" sailors, has enabled her to "leapfrog all over the world, overleaping land boundaries" to "build a bridge of ships to areas and countries heretofore inaccessible to the USSR."

## The Naval Race

McCain cited four developments — technical, political, and economic —

that have altered the race for naval supremacy. The "most profound" was the development of the Polaris missile for submarine use — "no target can escape." The second was the completion of nuclear powered ships such as the *USS Enterprise*, the *Long Beach*, and the *Bainbridge*, which can cruise without refueling or resupplying for a minimum of 20,000 miles. The third was the proliferation of nations freed from colonial control; and last is the current exploration of the ocean's depths. McCain got his biggest laugh of the evening when he flashed a slide with the quote "The ocean's bottom is more interesting than the moon's behind."

OPC President Hal Lehrman handled the introductions and questions from representatives of *Time*, the *Stars and Stripes*, *US News and World Report*, Australian International Newspapers, and others. At the dais were Rear Admiral Francis P. Foley, the commandant of the 3rd Naval District in New York City; Vice Admiral Andrew McBurney Jackson, Vice Chairman, US Delegation, UN Military Staff Committee; Whit Burnett, chairman of the Program Committee; Rear Admiral H.B. (Min) Miller, Ret.; Adm. J.H. (Jocko) Clark, Ret.; William Rosenblatt, treasurer of the OPC Foundation; and Rear Adm. John J. Bergen, Ret. Lehrman also thanked, "in absentia," Cmdr. Arthur D. Holzman, an OPC member now in Washington for NASA, who suggested the program.



GETTING THE PICTURE: Photographic documentation of Soviet naval strength was offered by McCain during his presentation



## RUSH THOSE ENTRIES; NO EXTENSIONS

Hear ye, hear ye, hear ye!

Feb. 10 is rapidly approaching and with that date, one week from Saturday, the 1967 OPC Awards contest closes.

Awards Committee Chairwoman *Kathleen McLaughlin* stresses that there is still plenty of time for wayward OPC procrastinators to enter the contest, but that there will not be any extensions of the Feb. 10 closing date.

"I understand that every year some worthwhile entries have been just a little late being prepared and that members call at the last minute and ask for an extension," Miss McLaughlin explained. "This year there will be no extensions, so everyone is urged to get his entry in on time."

"Besides the prestige and honor involved in winning one of the OPC's coveted awards, there is a gold medal and over \$2000 in prize money to make the winning even a little sweeter," she noted.

Entries should be forwarded to Mrs. Beth Fine in care of the 11th floor at the Clubhouse at 54 West 40th St., New York, 10018.

## 'HEROES' (Cont'd from page 1)

science editor of *The New York Times*, on Albert Einstein; *Barrett McGurn*, former foreign correspondent and now USIA officer in Rome, on Pope John XXIII; *Norman Cousins*, editor of *The Saturday Review*, on Albert Schweitzer; *Frank Gervasi*, newspaper and magazine correspondent, on *Harry S. Truman*; *Poppy Cannon*, syndicated columnist and widow of Walter White, will write on Martin Luther King; and *Burnet Hershey*, novelist and war correspondent, will write on Dag Hammarskjöld.

The book will be edited by *Will Yolen*, chairman of the Book Publishing Committee, and *Kenneth Giniger*, president of the K.S. Giniger Company, Inc., which will publish it in association with Stackpole Books in the fall.

*Heroes of Our Time* will be the Club's eighth cooperative book project.

## NO OVERSIGHT

It was necessary for the Overseas Travel Committee to withhold the travel flyer previously announced for a January issue of *The Bulletin*. Certain announced air schedules have been cancelled. This necessitates total replanning of the 1968 OPC Flight. Future *Bulletins* will advise on any news of the project.

*Madeline D. Ross*, Chairman

# NEW YORK SCENE

## Sword Dance at Chinese Fete

**Tues., Feb. 6 – Regional Dinner, Chinese New Year's. Cocktails 6:30; dinner 7:30 p.m. \$5.00.**

The famous Chinese Sword and Ribbon Dance by the well-known brother-and-sister team of Miss Hu Hung Yen and Mr. Hu Yung Fang will be part of the Oriental entertainment of the evening. These artistic dancers and acrobats, who appeared at the Hong Kong Pavilion at the NY World's Fair, are also seen on TV.

The OPC chef and a Chinese chef are collaborating on a menu of native specialties, in cooperation with the Chinese Information Service which has also provided the more than 80 exotic door prizes.

(At press time, *The Bulletin* learned that a particularly lucrative door prize is being offered at the Chinese Regional Dinner: China Air Lines has donated two first class round trip tickets from Tokyo to Taipei.)

*Note:* Special table for loners. Single members attending this event who wish to sit at a special table for loners, please notify the Club Secretary.



Hu Hung Yen, and Hu Yung Fang

**Tues., Feb. 13 – Metropolitan Opera Studio, first performance of Sam Morgenstern's comic opera "The Big Black Box," libretto by Francis Steegmuller. 8:30 p.m.**

## What's Going On in Latin America?

**Tues., Feb. 27 – Edward R. Murrow World Affairs Forum, with Sol Myron Linowitz, US Representative to the Council of the OAS, on "The Non-Shooting War in Latin America." Luncheon 12:30 p.m. \$5.00.**



Linowitz

Linowitz, who has the rank of Ambassador, is postponing for one day his forthcoming trip to Guatemala to address the Club. He will be introduced by *Dixon Donnelley*, Assistant Secretary of State for Public Affairs.

The violence directed against US Embassy personnel in Guatemala, fomenting of "little Cubas" by Communist influences in Latin America, staggering social problems and the struggle for political stability give rise to a natural question: What's going on in Latin America? Directing his answer to the overall picture, Linowitz will attempt to put the Latin America puzzle into perspective and give OPCers an idea of what is going on there.

Linowitz, of course, is the former Xerox Board chairman who has long been concerned with international affairs. He spearheaded the Executive Service Corps, a management-level kind of Peace Corps aimed at giving sound business advice to underdeveloped countries.

**Tues., March 5 – Holland Regional Dinner. Cocktails 6:30; dinner 7:30 p.m.**

All reservations not cancelled 24 hours in advance will be charged to members' accounts.



## THE JOB AHEAD: MOVING

Fellow Members:

Our next Club objective is the Big One — a transfer into better OPC headquarters.

Work on the Annual Awards Dinner (April 22 at the N.Y. Hilton) is moving along on all fronts: *Bob Considine's* Dinner Committee, *Kathleen McLaughlin's* Awards Committee, and *Dateline 1968* under the direction of Editor-Publisher Herbert R. Mayes, his McCall team and *Ken Giniger's* Dateline Committee. With this apparatus installed and operating, *we reach a new threshold in Club planning.*

The next job is long-range. But, at the same time, it's urgent — and paramount. We must seek and find a more compact, attractive and sensible Clubhouse. In other words, we need a real Club — and not a deficit-financed business operation with club attached.

Such a search is not an overnight or an easy chore. It requires mobility, maneuver and prudence. Also, it demands full-time attention.

That's why, until now, your Administration has concentrated instead on more immediate problems — like members' discontent, poor services and pale prestige, physical and spiritual cramp in our existing premises.

\* \* \*

The goal of these past eight months has been, in various direct and indirect ways, to make the place more liveable. To accomplish this, much work has gone into expanding substantially the tight circle of members involved in Club activities,

into investing membership in OPC with more *meaning* and a prouder sense of *belonging*, into putting the emphasis on foreign correspondents and foreign correspondence, news professionalism and club-like conviviality, into brightening OPC's image and heightening its prestige.

Changes so far in this Club year have been many, major and often precedent-setting. Here are some of them:

- The Edward R. Murrow World Affairs Forums, with their significant newsmaking programs;

- The Homecoming Forum, to welcome members upon their return from overseas;

- The OPC lecture circuit, north to Boston, south to Washington, west to Chicago, with paid expenses and cash fees innovated by Club arrangement.

- Four basic Constitutional changes, democratising and streamlining our election procedures and giving decent representation to the large, valuable group of Associate members previously disenfranchised;

- A top-flight Public Information Council, with 85 expert practitioners;

- A strengthened, world-wide Press Freedom Committee, with a high-level Advisory Council from all media;

- An energized OPC "chapter" in the Nation's capital, contributing to programs at New York headquarters while developing quarters and programs of its own;

- Full *Bulletin* coverage — for the first time — of proceedings and decisions at the Board of Governors, and candid *Bulletin* reporting — again

for the first time — of Club finances.

- A functioning security system which has begun to give members the feeling that at least a few floors in this giant "Clubhouse" are really theirs;

- A new and productive partnership between OPC and its public-affairs Foundation;

- A Board of Governors which deliberates, legislates and has become the genuine Parliament of the Club which it was always intended to be.

\* \* \*

All these improvements have been designed to make things better **RIGHT NOW AND ON THE SPOT.** But they have also strengthened our long-range prospects by increasing the Club's public significance. I see this fact as vital to a successful "move-out" and "move-in".

Contrary to general belief, the "move-out" presents no problem. There are plenty of buyers for the 40th Street building, and the bids keep rising. When the right time comes, the Correspondents Fund — our landlord — will have no trouble selling the place. When the right time comes, too, the OPC — which holds a 99-year lease from the Fund — has been assured by its colleagues in the Fund that they will cooperate fully with the Club in this large undertaking.

OPC's next home ought to be situated in a mid-Manhattan rectangle easily accessible to most of the resident members. It must provide 20,000 to 25,000 square feet of manageable space (our present building has around 50,000 unmanageable

### OVERSEAS PROFILE

## LEGWORK STILL CORRESPONDENT'S

*(Who is the foreign correspondent? The OPC has profiled him through a questionnaire sent to its overseas members last year. Dr. Leo Bogart, an expert in the public opinion research field — he is past president of both the American and World Associations for Public Opinion Research — conducted the survey and analyzed its findings. Following is another installment of Ed Edwin's series of articles which summarize the Bogart survey results, which depict the typical correspondent's working and living conditions, mode of operation, background and attitudes.)*

By ED EDWIN

(Fourth in a Series)

It is a curious thing that in the busi-

ness of gathering news some things never change.

This would seem to be true particularly of legwork. The Bogart survey disclosed that 49% of news is developed through legwork — observation and interviews. Half of the 49% is based on interviews with officials and informants and the remaining 24% on first-hand and field information. Local press and background documents keep the foreign news correspondents informed with proper cross-checking for 31%, while the remaining 11% of news is obtained from formal public relations contacts and liaison.

### Language Ability

The ability to speak a foreign lan-

guage, or to read it, is common to most correspondents, except those assigned to Asia and East Europe. The survey revealed 45% who had complete reading ability in the local language in the area where they worked, and 37% said they spoke it fluently. Of the 16% who said they had no understanding of the written language in the location where they worked, nearly all of them were assigned in Asia or East Europe. Thirteen percent of the correspondents returning the query was assigned to countries where English is the local language.

Though reading local newspapers of the region where they worked was habitual for 63%, the percentage varies widely, apparently dependent on the



## ING OUT

sq.ft.), with one meeting hall which can provide visibility, elbow-room and good acoustics for at least 250 members and guests attending a luncheon, dinner or other type of program. (Right now, at most, we can accommodate scarcely 150.)

New quarters may be tailored out of a floor or two in an existing hotel or office building, or blue-printed into a structure now still on the drawing boards, or remodelled from a couple of brownstones bought outright, or constructed brand-new on an open lot. But — wherever and whatever it is — this new home has got to be a place which OPC can afford to acquire and maintain.

\* \* \*

Now the nub of the situation is composed of three parts:

FIRST, OPC by itself, as a non-profit professional society, doesn't quite have that kind of money in today's high-price realty market.

SECOND, OPC — as a distinguished contributor to the status of foreign correspondence and public understanding of vital issues — has a priority call, it seems to us here, on outside and public support.

THIRD, OPC must effectively recruit the talents, resources and influences of its membership to organize such outside support and put it productively to work.

OPC's future home must not, and will not, be acquired by decision of a small group without general consultation. Your Long-Range Planning Committee has been informally scouting the terrain and wising itself up for a couple of years. The time has now come to open the prob-

lem up to a kind of Committee of the Whole.

This means the entire Club — every qualified Active, Associate and Affiliate member of OPC, and everybody's creative thinking and lively suggestions. We need to explore each of many possible solutions, such as: a tax-exempt status for the Club itself; the possibilities of a building-fund campaign in the Club's own interest, the approaches to assistance from the great Foundations, from publishers, networks and other major corporations and from top-level leadership in the construction and realty fields; ways and means of obtaining and maintaining occupancy — at low-cost or even nominal rental — of premises suitable in size, location and majesty.

\* \* \*

This, then, is an appeal to all members to explore these many avenues with us. Come in with your ideas. Propose and offer your best personal contacts — the people you know who might help in any or all of the fields indicated. Put your thoughts on paper. But please don't dash off letters to the *Bulletin*. Debate in a fish bowl would contribute little at this important juncture; recommendations made to the working group will contribute much. The address is "The Long-Range Planning Committee, c/o OPC." That committee now includes every member as a consultant.

It's not going to be an eight-day miracle. But neither is it a dream.

Faternally,  
Hal Lehrman  
President

## PR MORE THAN 'GLOSS', BOOK PANEL FINDS

By HELEN ALPERT

One "L" stands for "Literate" in the initials of L.L.L. Golden, agreed a topflight panel of corporate public relations specialists who formed a five-man team at last Wednesday's OPC Book Night for L.L.L. Golden's new book. *Only by Public Consent: American Corporations Search for Favorable Opinion*. (Hawthorn, \$7.95).

Panel moderator introduced by Book Night Chairman Anita Diamant Berke was James E. Pitt, Director of Public Relations, Time, Inc.

### The Golden Rules

All five team members shared a united front in hailing *Only by Public Consent* as a Golden book of rules for the conduct and guidance of American Big Business to its proper survival, perpetuation and destiny as the nation's strongest force for well-being. Such force is achieved only when corporations are acting in the public interest as the public interprets it. Without public acceptance, corporations cannot survive. Nor can their profits bail them out.

To affirm these theses, Canadian-born Golden, member of the Ontario bar and esteemed columnist in *The Saturday Review*, described from the dais his analyzed case-histories of the book's four giants: AT&T, Standard Oil of New Jersey, DuPont and General Motors, with a scenic sidetrip through US Steel. His case-material and conclusions, said panelist Bert C. Goss, chairman of the board of Hill and Knowlton, now furnish first-time guidelines in the corporate public relations field.

### Not Mere Gloss

Said Ward B. Stevenson, vice president of First National City Bank in charge of public relations, and former national president of the Public Relations Society: "The book shows that sound public relations is part of the fabric of institutions and not its mere gloss."

Said George Hammond, chairman of the board of Carl Byoir & Associates, and 1968 vice president of the Public Relations Society: "The hours and dollars spent in what used to be an area of spurious pretentiousness are given documented dimensions by Golden of what a public relations program ought to be. Others will take courage from it."

Said Kenneth Kramer, since 1966 editor-in-chief of *Business Week*: "Our (Cont'd on page 6)

## T'S BEST STOCK-IN-TRADE

area. In Latin America it was 96%, in West Europe 80%, but elsewhere only 25%.

### Restricted Social Contacts

In examining the foreign correspondent's integration into the society in which he reports, it was found slightly over half described their social contacts as "rather restricted." The report stated that correspondents with school age children revealed "... even division between those whose youngsters go to a school attended primarily by foreigners and those whose children attended by nations." Most likely to have children in local schools were correspondents in Western Europe. Bogart

noted, "not surprisingly, close friendships with nationals are the rule in West Europe and least often reported in Asia and East Europe."

Because not all correspondents responding answered relevant questions to this subject, the total is less than 100%. However, it was found that 20% enjoyed close friendships and social contacts among people of the country of their assignments; a like percentage stressed close friendships and social contacts, while 42% reported rather restricted friendships and social contacts in their work.

(Series to be continued.)





FOR MUSIC BUFFS: An eight-piece combo under direction of *This Week's* Les Lieber entertained Grill-side guests at inaugural of Saturday night Club Cabarets. (Dick Hanley photos.)

## FIRST CLUB CABARET PROVES TO BE A 'SLEEPER' SUCCESS

A capacity crowd filled the Grill and Lobby Saturday for the first Club Cabaret which featured Maxine Sullivan, her husband, Cliff Jackson, and an eight-piece combo under Les Lieber of *This Week*, and Bill Harris of Fawcett Publications.

Approximately 175 members and guests enjoyed an evening of great music and danced in both the Grill and Lobby. Maxine Sullivan, a long time star with the big bands — Benny Goodman, Bunny Berrigan, Glen Gray and John Kirby — began a host of old favorites with the song with which she is identified, "Loch Lomond." During the early evening she was accompanied at the piano by Cliff Jackson, who is currently appearing at the RX Club at 86th St. and York.



THE ENTERTAINERS: Wilma Dobie (left) persuaded pianist Cliff Jackson and singer Maxine Sullivan to give new Club series a rousing sendoff.

All of the talent — provided by Wilma Dobie and Bill Harris — contributed their services to help insure a successful evening.

Members of the combo included: drums, Bob Parker of Photo Lettering, Inc.; piano, Bill Alter of Gulf Oil; bass, Mike Kantor of Mighty Togs; alto, Les Lieber; trumpet, Art Lohman of J.P. Lohman Orgn.; trombone, Jim Hable of E.D. Thompson Publishing; guitar, Fred Roeben of Ogilvy & Mather; vibraphone Bill Harris.

Sponsored by the House Operations Committee to bolster sagging Saturday revenues, the function attracted far more people than were anticipated. All available tables were occupied and steaks vanished early but the gross take was: food, \$342; liquor, \$398 for a total of \$740. In contrast, a few Saturdays previous the food and liquor gross between 6 p.m. and 2 a.m. was \$1.36.

An improved PA system will be obtained for the second Club Cabaret, Feb. 3, when another Bill Harris combo will play from 7 to 11 p.m. There is no admission charge and the usual prices prevail. No reservations are accepted and seating is arranged on arrival.

The future of the Club Cabaret, according to Matt Bassity, acting chairman, House Operations Committee, will depend on the continued interest of members. "Our SRO first night," Bassity said, "indicates that the Saturday bash is an event members want. Everyone on the House Operations Committee worked hard on this event and it is our hope that it will become an institution at the OPC."

## PR (Cont'd from page 5)

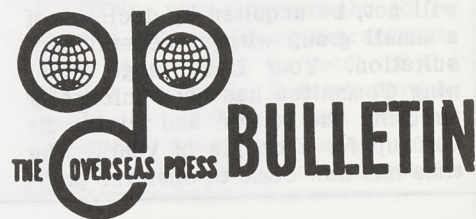
society today is in an economic mix. If business doesn't operate in the public interest, it's easy for government to take over. In a confrontation between government and business, it's claimed that business is bound to lose. Maybe; but I'm not ready to buy this." Nor, apparently, was anyone else in the fraternity.

America's big business today can look forward "with the resourcefulness unbounded" (Hammond's phrase) it has brought to past emergencies, to solve America's present-day crisis in poverty, unemployment, civil rights and urban problems in default of government, organized labor, educators and churches. Their forfeited challenge can be met by business, once business has convinced all in every area that it is "good people" (Golden's phrase) in the private sector.

### Unfolding Opportunities

The opportunities now unfolding (although they've been unfolded for some time, ventured a lone dissenter) can swing business into ready up-beat action on its social responsibilities. One example: the hard-core unemployment problem could be completely conquered (Hammond) if the 1,600,000 companies in the US each employed one man each of the 1,600,000 hard-core unemployed.

It's as easy as that. All they have to do is get together. That's a nice thing to think about.



Bulletin Committee Chairmen:  
Alton Kastner David Resnick

Joseph Harrow  
Managing Editor: Sibby Christensen

The Overseas Press Bulletin is published weekly by the Overseas Press Club of America, Inc., sent by first-class mail to all members (air mail to all overseas points).

Mailing address: 54 W. 40th Street, New York, N.Y. 10018. Cable: OVERPRESS NEW YORK. LW 4-3500, area code 212.

Send address changes to the attention of the OPC Business Office, all editorial and advertising matter to Miss Sibby Christensen, Overseas Press Bulletin.

Classified column advertising (not for commercial use): 50¢ per 40-space line. Must be received in written form by noon Mondays with advance payment. (No phone orders.) Commercial and display rates on request. Yearly subscription \$10 NY local; \$12 US airmail; \$20 overseas.

Editorial deadlines: Noon Mondays for column items, noon Tuesdays for all other materials.





THE NAME'S THE SAME on that Club banner, but the locale is different. Scene was in Washington at the OPC-American Newspaper Women's Club "Re-Cap" Party after LBJ's State of the Union message. Shown are Joe Newman, Washington OPCer who helped plan event; Jean Howard of ANWC; OPC President Hal Lehrman and OPC Treasurer Jim Sheldon. (Photographer Pat Young's picture got waylaid and didn't arrive in time for last week's issue.)

## Classified

PEN PORTRAITS of distinction drawn from your photographs. For annual reports, public relations, brochures, personal gifts. These portraits are rendered life-size. Among others who have assigned me commissions are: U.S. Steel, TWA, Gen. Tel & Electronics, American Can, Texaco, N.Y. Life, P. Lorillard, Gen. Instrument, Consumers Power, Emery Air Freight, Infoplan. Prices, samples, on request. Box 460.

EXPERIENCED editor-writer. Industrial-corporate-trade association public relations writing. Top management contact work. Seeks career PR job. Also free-lance assignments. Box 461.

MAIL or DELIVER TYPED COPY to the Bulletin Office by Monday Noon, with advance payment. A 40-space line costs 50¢. Items will not be taken by telephone. Ads without payment will not be processed.

## Placement

M-153—OPCers in Europe may be interested in the possibility of managing a three-person London office for a US aerospace organization seeking someone able to acquire periodicals in Western Europe and serve as liaison with technical groups. Moderate travel. Knowledge of French and/or German necessary. Give salary requirements.

Send resumes to advertisers where listed. All others send to Miss Katie O'Connor, US Steel, 71 Broadway, New York, N.Y. 10006, Telephone 558-4349.

(Cont'd from page 1)

covered by Geoffrey Atkins of the AP, John Calcott of UPI, Victor Lusinchi of *The New York Times*, Bill Stoneman of *The Chicago Daily News*, Don Cook of *The Los Angeles Times* and this reporter of *The Washington Evening Star*.

The draft treaty is one thing, its final approval another. Those who missed the opening of the new session are bound to be entertained by millions of words likely to pour out in the Palais as month go by.

And not all is lost to the Geneva beauties who, just as the city's striped pant community, seem to have an unlimited capacity for waiting.

### BULLETIN TO CLOSE EARLY FOR WASHINGTON'S BIRTHDAY

The Feb. 24 issue of *The Bulletin* will close one day earlier, at noon Monday, Feb. 19.

This is to absorb the Feb. 22 holiday being observed by printing plant employees during that week.

### BRING MONEY

Classified advertisers are again reminded that advance payment should accompany their copy and orders for ads.

Deadline is noon Mondays. Rate is 50 cents per 40-space line.

## Clark Equipment Company

is an international manufacturer of material handling equipment, construction machinery, truck trailers, automotive components and refrigerated food cases. It is the world's largest producer of fork lift trucks and a major trailer builder. Its "Michigan" line pioneered rubber-tired equipment for earthmoving and roadbuilding. Clark automotive components are used by virtually every heavy mobile equipment manufacturer.

*Helping tell the story of Clark Equipment Company and other business leaders is the business of*

### BURSON-MARSTELLER ASSOCIATES

New York • Washington • Chicago  
Pittsburgh • Los Angeles • Toronto  
London • Brussels • Geneva

PUBLIC RELATIONS

R evolutionize your drinking.....



MEET ALL YOUR COMPATRIOTS  
AT THE OPC MEMBERS' GRILL

11:45 a.m. - 1 a.m., Monday thru Saturday



# PEOPLE & PLACES

By BEULAH HARRIS

ON THE GO: **Adele Gutman Nathan** back from a four weeks' cruise to South America on the Brazil, with energy restored and sharpened insights re our Latin neighbors . . . **Jhan and June Robbins**, back from a 25,000-mile swing through East Africa and Western Europe, including stops at London, Rome, Athens, Khartoum, Nairobi, Njoro and Addis Ababa. In Addis, they interviewed Abebe Bikela, Ethiopian track star who confidently expects to win his third gold medal in Mexico City, and aging but still magnetic emperor Haile Selassie.

NEW POSTS: Rear Admiral **H.B. "Min" Miller**, just retired last week as Director of Special Affairs at Pan Am, immediately takes on a new assignment as Vice President for University Relations, Hofstra University . . . **Lloyd Stouffer**, former editor of McGraw-Hill's Modern Packaging, and recently editor of Dun & Bradstreet's Modern Industry, has joined NAM as program executive, Marketing/Distribution . . . **Alan Levy** moved his family and himself to Europe in December for a couple of years, during which he will try his hand at playwriting as well as a screenplay collaboration with Czech director Milos Forman. After tarrying in Greece long enough to evict the King, the Levys moved on to Prague (with similar results) at Christmastime and found a luxurious \$31.88-a-month flat in the shadow of Hradcanu Castle. Until the Levys move (in Feb.), Alan's office continues as the star dressing room of the Semafor Theater, which is vacant by day.

ARTICLES: **Toni Stabile's** article "Adventures in the Skin Trade," Jan. 1

issue of The Nation, prompted two calls from the West Coast: an invitation to appear on the Louis Lomax TV show in Los Angeles, which she couldn't make, and a telephone interview with Dave McElhatton of KCBS in San Francisco, which she did on Jan. 22 . . . **James Critchlow's** article on Soviet Moslems and the Middle East in the Feb. 2 issue of Commonweal . . . The New York Times Magazine of Jan. 28 carried **Gertrude Samuels' article** "Help Wanted: The Hard-Core Unemployed."

BOOKS: **Trevor L. Christie's** "Etched in Arsenic," just off the Lipincott press . . . "God Bless You Real Good," subtitled "My Crusade with Billy Graham," by **Alan Levy**, to be published by Parallax (distributed by Simon & Schuster) as a \$1 paperback following serialization in the Jan. Cosmopolitan . . . **Vermont Royster**, author of "A Pride of Prejudice" and editor of The Wall Street Journal, to be saluted by the Silurians Feb. 21 at a cocktail party at the OPC . . . **Howard Penn Hudson's** Washington News Media Contacts Directory 1968, a comprehensive listing of the Washington Press Corps,

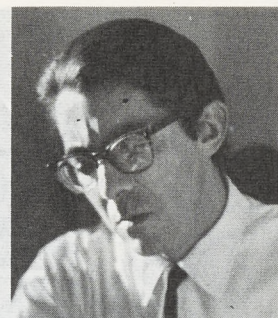
MENESES:

Prepares  
study on  
Castro.



MILLER:

To Hofstra  
University  
post.



to be released Feb. 16 . . . "Which Way, Germany?" by **Harry W. Flannery** and the late **Gerhart Seger** to be published by Hawthorn Books Feb. 15 . . . On July 26, the fifteenth anniversary of Castro's abortive attack on Batista's stronghold, the Moncada Barracks, Taplinger will publish **Enrique Meneses' "Fidel Castro,"** a first-hand account of a revolution in the making — and what came after.

RADIO & TV: **Leo Cherne**, guest on "Firing Line with **William Buckley**" Feb. 1 and 8. Subject: "The Ghost of the McCarthy-Army Hearings," Parts 1 and 2 . . . Producer **Gunter Less** back from Greece on behalf of Warner Bros. — Seven Arts, Inc., and off again to the Caribbean for RKO General . . . **Daniel Karasik**, Comsat manager of television development, off to Geneva for international parley on intercontinental TV Jan. 29-Feb. 3 . . . **Ann R. Silver's** "Accessorama" show which she produces semi-annually during national press week was highlighted recently on WNEW-TV Channel 5 "The New Yorkers Show." Accessory fashions from ten leading manufacturers were shown on this 15-minute segment . . . **Elaine Shepard** interviewed by Peter Feldman on his WRVR radio program.

SPEAKERS: **Lin Root** participated in a week-long conference of The Council for the Advancement of Science Writing sponsored by Rutgers U. at New Brunswick, N.J.

HONORS: **Robert S. Kane**, president of the Society of American Travel Writers and travel editor of Cue, appointed to the Presidential Task Force on Travel.

## DOSMAR DIES

**Kurt John Dosmar**, longtime OPC member, died in New York on Jan. 17.

Dosmar, a foreign trade consultant, was formerly Deputy Chief, Office of the Austrian Trade Delegate in New York.

His journalism career included associations as correspondent with such organizations as *The London Daily Herald*, UP, *Chicago Tribune*, *Overseas News Agency*; he also served as coordinator of information, OWI, State Dept.

Survivors include a sister, Mrs. Edith Kosterlitz.

## BISCHOF RETROSPECTIVE

The first retrospective exhibition of photographs by the late **Werner Bischof** has opened at the IBM Gallery at 16 E. 57th Street in New York. The show runs through March 2.

Bischof, whose photographs appeared in such magazines as *Life*, *Look*, *Paris Match* and Italy's *Epoca* was killed in an accident in Peru in 1954.

The show includes about 75 pictures and covers his work from his early experimental work with objects and abstracts to his human essays of people around the world.

Many of the entries have not previously been exhibited in New York. These include studies of leaves, grain and shells, experiments with light and patterns, and new selections from his picture reports on foreign lands. Some

of his most famous photographs — taken in more than a dozen countries, including Japan, India, Korea and Peru — make up the balance of the exhibition. (His name is among those on the OPC's Memorial Wall.)

## WILL LANG DEAD

**Will Lang**, chief of *Life's* domestic and foreign news bureaus for the past four years, died Jan. 21 in St. Anton, Austria, while vacationing with his family.

Lang, 53, served as a picture editor then correspondent in a series of overseas assignments for the magazine beginning in 1942. During World War II he reported from London, North Africa, and Italy. Subsequent assignments took him to Germany, Czechoslovakia, Bulgaria, Hungary and Yugoslavia.